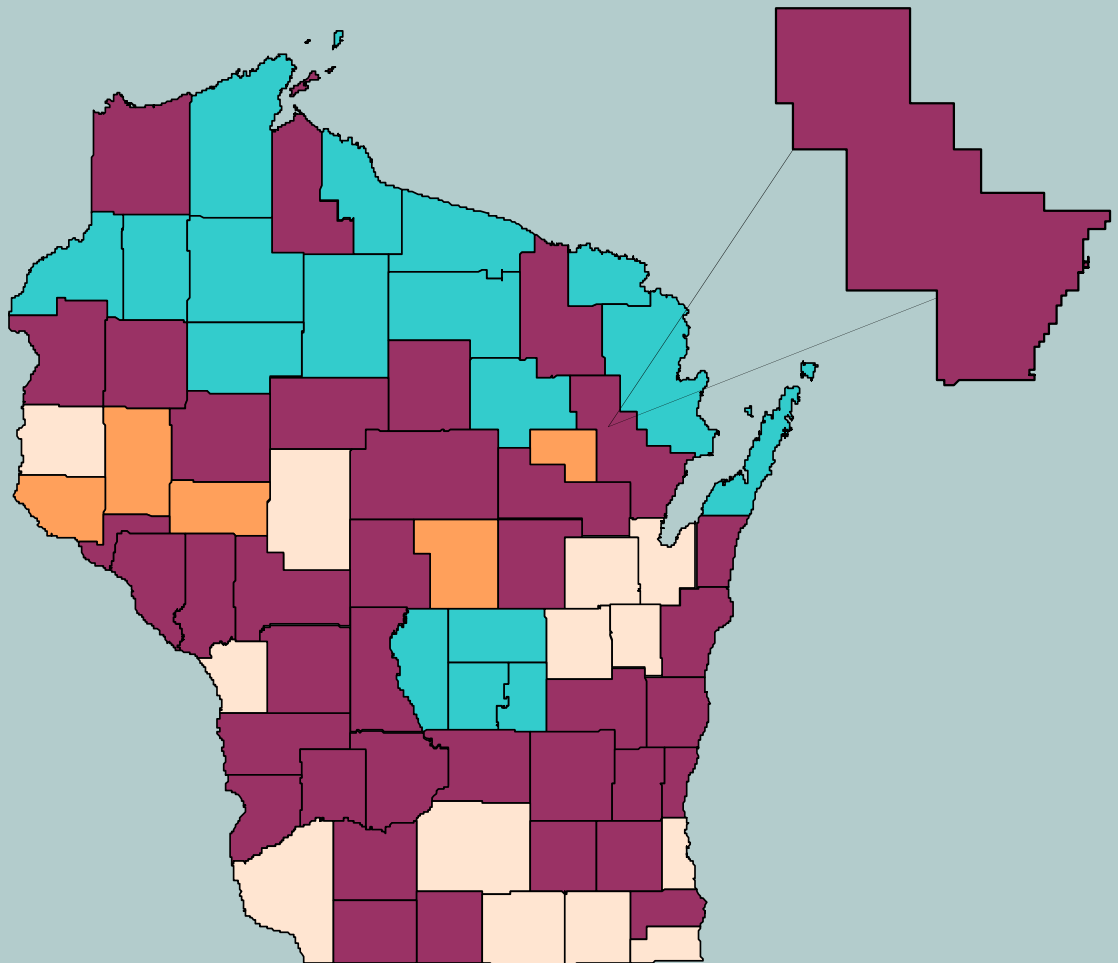


# Oconto County Workforce Profile

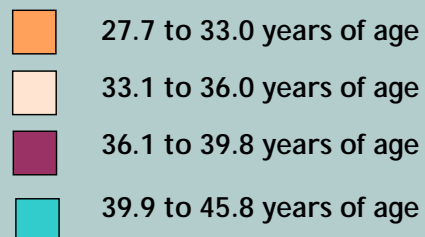
Median Age by County, 2000



Your complete  
guide to the  
state of the  
labor force of  
today and a  
glimpse into  
the economy of  
tomorrow.



State of Wisconsin  
Department of Workforce Development  
October 2002



Source: Census 2000 of the United States



## County Population

Between 1990 and 2000, the population in Oconto County grew at a faster pace than either the State of Wisconsin and the U.S. The State's population increased percent compared to 17.9 percent for the County. During the decade, the population had a total increase of 5,408. The growth rate since the census has continued to outpace the state and nation remaining at double the growth rate.

Growth between April of 2000 and January of 2001 was 586. This was a growth rate of 1.6 percent, significantly higher than the state or nation which grew at a rate of 0.7 percent.

The majority of the County's growth has come from people moving to the county. A large portion of the residents in the county are past the prime age of starting a family so there is a slower growth rate from reproduction. Also, the county's proximity to Green Bay encourages growth from workers looking for affordable living accommodations and still remain within commuting distance look at Oconto County.

During the last ten years the population has had a decline of 485 in population based natural increase.

This is a measurement of births minus deaths. This was offset with an increase of population due to immigration of 4,924 for a net increase of 5,408. This leaves an older population for the county, which will have an impact on the area's labor force and services needed by the population.

Nine of the County's ten largest municipalities had an increase in their population over the last year, with just one declining. The actual change in their populations was quite minimal. The largest change was in the Town of Little Suamico, which had an increase of 111 residents. The City of Gillett had a decrease of 23 in its population over the last year. Changes in population of a municipality is not always the result of births, deaths, or someone relocating, in some cases, population change is due to changes in local boundaries.

The U. S. Bureau of Labor Force Statistics defines the labor force aged population as the sum of all employed and unemployed persons who are 16 years old and older. (People who are not working includes people who are unemployed and people who are not in the labor force. Examples of people who

*(Continued on page 2)*

### Total Population

	2000 Census	January 1, 2001 Estimate	Percent change
United States	281,421,906	283,474,000	0.7%
Wisconsin	5,363,675	5,400,449	0.7%
Oconto County	35,634	36,220	1.6%

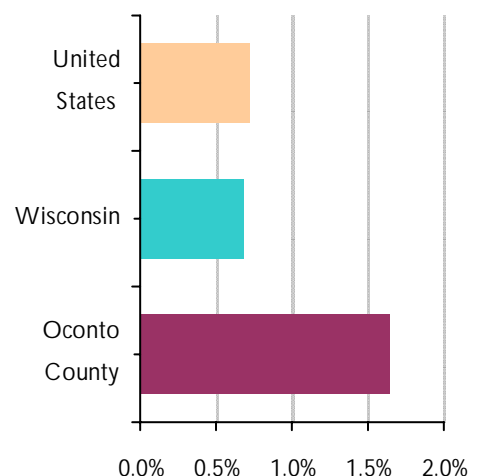
### Ten Largest Municipalities

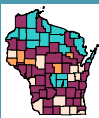
Oconto, City	4,708	4,767	1.3%
Little Suamico, Town	3,877	3,988	2.9%
Oconto Falls, City	2,843	2,881	1.3%
Chase, Town	2,082	2,175	4.5%
Abrams, Town	1,757	1,820	3.6%
Stiles, Town	1,465	1,483	1.2%
Brazeau, Town	1,408	1,422	1.0%
Oconto, Town	1,251	1,300	3.9%
Gillett, City	1,256	1,233	-1.8%
Pensaukee, Town	1,214	1,230	1.3%

\* Oconto portion only

Source: Wisconsin Department of Administration, Demographic Services, 2002

### Population Growth 2000-2001





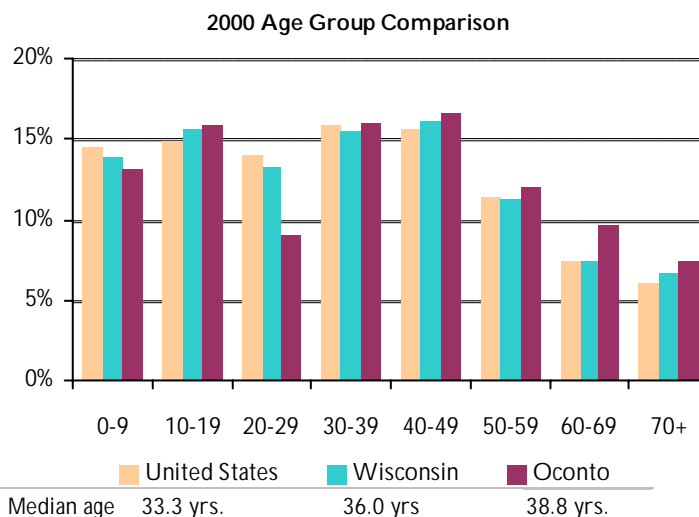
## State of Wisconsin - Oconto County

are not working, but who are not unemployed are retirees or people who choose not to work.)

The Oconto County population by age groups is very close to the State population break out through age 19. With a slightly higher percent in the 10 to 19 age level and a little lower in the 0 to 9 year old bracket. At this point in time, the percent of population in the age group drops below the State's percent of population through age 29. It is unclear why this sudden divergence of population from the state and nation.

Beginning with age 30 through age 70, the county has a higher percent of residents in all of the categories than either the State of Wisconsin or the United States. This is reflected in the median age of the County at 38.8 years. This is 5.5 years above the national average and 2.8 years more than the State.

Currently the largest segment of the population that is labor force age is in the 35 to 44 year aged group with 22 percent of the population. This is followed closely by those that are at or over 65 years of age with 19 percent of the population.

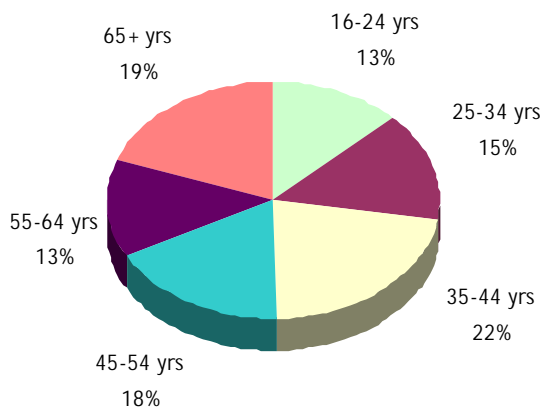


Source: US Department of Commerce, Census Bureau, *Census 2000*

While the large portion of the older aged group will have an impact on the services the County will need to look at, it also provides a resource of experience that the county may be able to tap into during times of labor shortage. The 45 to 54 aged group will begin to retire in the next ten years. Their replacements are in the youngest sector, the 16 to 24 year olds, which is one of the smallest, and the possibility that some of this population may leave the area after completing school may present labor problems.

## County Civilian Labor Force

**Oconto County Labor Force Age Groups**

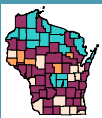


Source: US Dept. of Commerce, Census Bureau, *Census 2000*

The labor force is a subset of the county's population, and includes only residents age 16 and older that are working or looking for work. The size and make-up of the labor force in the county is quite dynamic, fluctuating with the seasons and economy.

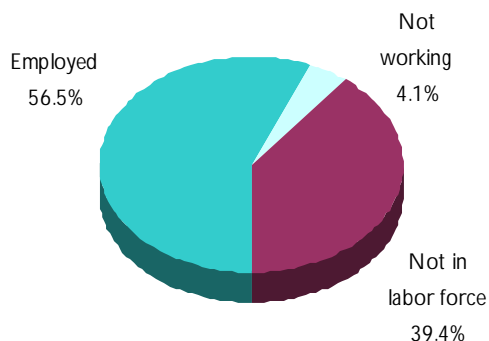
During 2001, the average size of the labor force in the county was 16,900. However, the availability of workers changes each month of the year. Normally the winter months of January, February experience the lowest number of workers in the labor force. This coincides with the number of jobs available during these months. The converse of this is June, July and August when tourism, food production and construction are at their peak boosting employment to its highest level, the labor force expands to meet

(Continued on page 3)



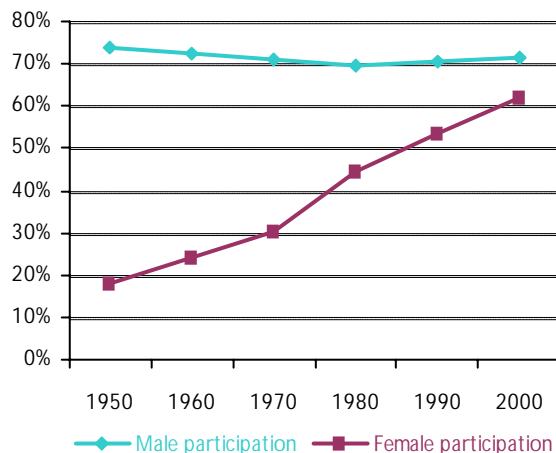
## State of Wisconsin - Oconto County

### 2001 Labor Force Participation



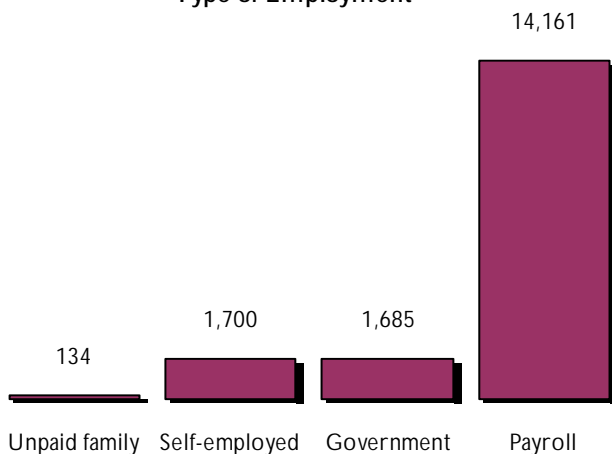
Source: Estimated from WI Dept. of Administration population estimates, Jan. 2001, US Census Bureau, and WI Local Area Unemployment Statistics.

### Labor Force Participation of Male and Female Residents



Source: US Dept. of Commerce, Census Bureau, *Census 2000*

### Type of Employment



Source: US Dept. of Commerce, Census Bureau, *Census 2000*

this need.

During the last five years, the unemployment rate in Oconto County has followed state and national trends, but it has remained at a slightly higher rate. The area's rate had declined between 1996 and 1999 at a steady although not dramatic rate. This reversed in 2000 and 2001. At that time the rate increased quite markedly. This pattern matched the state's pattern, although the increase in unemployment in both seems to have preceded the nationwide recession a bit. This coincides with some signs of a slowing in the state's and county's economies beginning in the middle of 2000. In the five year time period, the average unemployment rate for Oconto has been above the state and national levels.

The term used to describe the relationship between the labor force and population is the labor force participation rate (lfpr). The labor force participation rate in Oconto County is markedly lower than the State of Wisconsin or the United States. The labor force participation rate for the county's was 60.6 percent. The United State's participation rate is 66.9 percent, while the state's rate is 73.5 percent. Labor force participation rates are affected by changes in the economic opportunities, as well the demographic conditions of an area such as age and gender of the population.

During the last fifty years, the participation of females in the labor force has increased dramatically in the United States, Wisconsin and Oconto County. Each decade the percent of women that have been in the labor force has increased, while that for men has been stable, with just a slight decline. The change in participation for men may be due to a higher percent of men are not over age 60 than previously, so more are retired. Others may have retired earlier due to changes and restructuring of businesses in the last decade.

During this time the percent of women has increased very steadily. This is a combination of additional opportunities available to women and economic need for additional workers in the household. Just over 71 percent of the men of labor force age are participating in the labor force com-

(Continued on page 4)

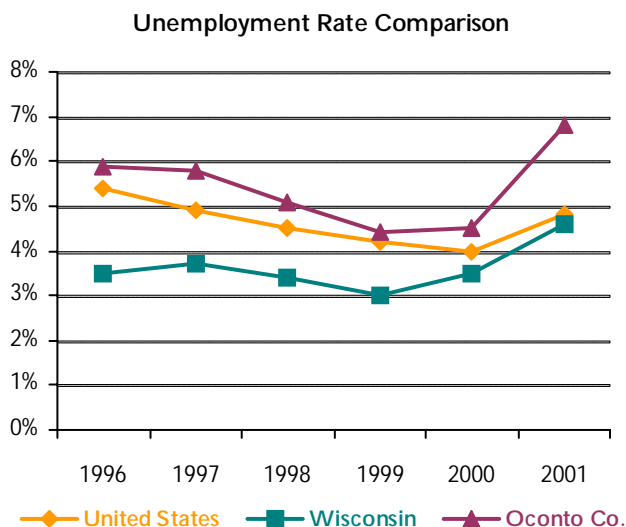


## State of Wisconsin - Oconto County

pared to 62.1 percent for women in Oconto County.

Oconto is like most areas of the nation, the majority of workers are employed by a private business and are considered payroll employees. In Oconto, these workers make up 80.1 percent of those employed, while another 9.5 percent of the workers are employed by a government unit. Government employment includes all services such as police, fire, social services, education, postal service as provided by federal state, county, city and village government units. Normally, government employment will make up ten to fifteen percent of an areas employment. The percent of self employed workers in the county was 9.6 percent. This is approximately 50 percent higher than the state average of 6.1 percent.

When looking at the economic profile and studying the labor force of an area, is important to understand how the workforce gets to their jobs, and where they are coming from. This helps in economic developers, governmental units and employers plan items such as needs for future infrastruc-

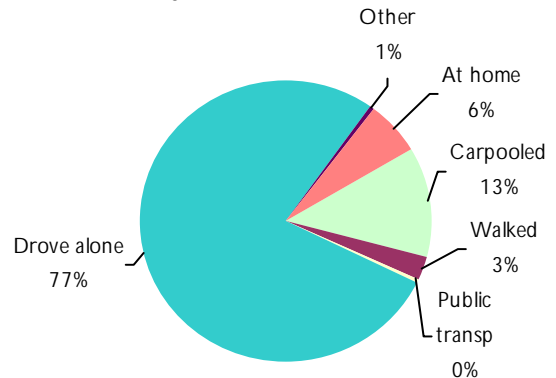


### Oconto County Civilian Labor Force Data

	1996	1997	1998	1999	2000	2001
Labor Force	15,100	15,400	15,700	15,500	15,900	16,900
Employed	14,200	14,500	14,900	14,800	15,200	15,800
Unemployed	900	900	810	680	730	1,140
Unemployment Rate	5.9%	5.8%	5.1%	4.4%	4.5%	6.8%

Source: WI Department of Workforce Development, Local Area Unemployment Statistics, revised March 2002

### County Travel-to-Work Patterns



Source: US Dept. of Commerce, Census Bureau, *Census 2000*

ture improvements, and employee recruitment.

At the time of this writing, commuting patterns at the county level were not available. However the method of how workers get to work was available. In 1990, Oconto County nearly 3,000 more workers left the county on a daily basis for employment than entered the county for employment. The majority of these workers went to Brown County. This pattern, most likely has continued and may provide questions about the availability of workers for the county in relation to economic expansion during the next decade.

Based on the 2000 Census, 77 percent of workers in the county drove to their place of employment alone. Thirteen percent of the workers carpoolled. This was above the state average of 9.9 percent carpooling. This may be due to the large number of workers that leave the county for work. Only 0.2 percent of workers took some form of public transportation. This is well below the state average of 2.0 percent primarily due to the lack of the availability of public transportation through out the county.



## County Industry Employment

### Nonfarm Wage and Salary Employment

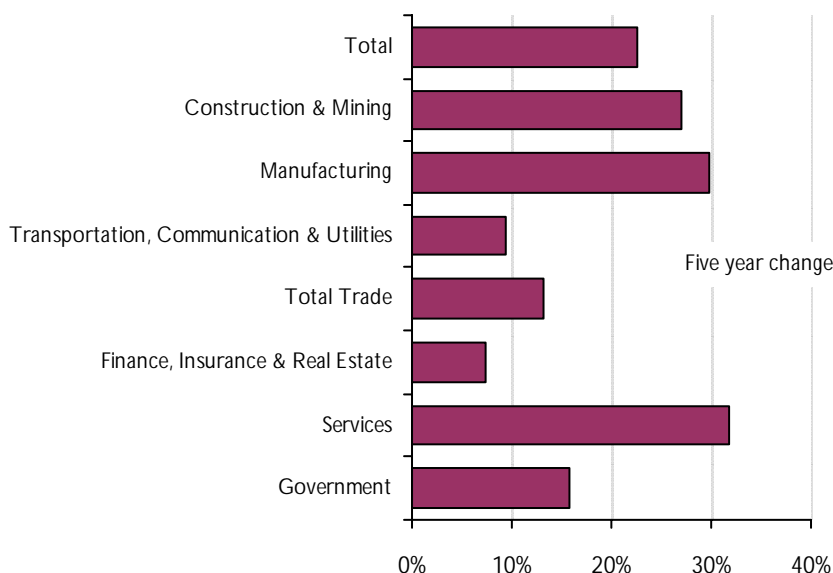
	1996	1997	1998	1999	2000	2001	Percent change	
							1 year	5 year
<b>Total</b>	8,338	8,650	9,164	9,600	9,912	10,217	3.1%	22.5%
<b>Goods Producing</b>	3,018	3,241	3,441	3,764	3,907	3,905	0.0%	29.4%
Construction & Mining	406	455	450	545	577	516	-10.5%	27.1%
Manufacturing	2,612	2,785	2,991	3,219	3,330	3,389	1.8%	29.7%
Durable	1,717	1,910	2,116	2,290	2,444	2,589	5.9%	50.8%
Nondurable	895	875	876	929	886	800	-9.7%	-10.6%
<b>Service Producing</b>	5,320	5,410	5,723	5,836	6,005	6,311	5.1%	18.6%
Transportation, Communications & Utilities	376	382	402	403	395	411	4.0%	9.4%
Total Trade	1,684	1,706	1,790	1,881	1,912	1,907	-0.2%	13.3%
Wholesale	181	184	176	167	154	125	-18.9%	-31.0%
Retail	1,502	1,522	1,614	1,714	1,757	1,782	1.4%	18.6%
Finance, Insurance, and Real Estate	195	192	209	224	225	209	-7.0%	7.5%
Services & Misc.	1,460	1,544	1,676	1,694	1,733	1,925	11.1%	31.9%
Total Government	1,606	1,585	1,646	1,635	1,740	1,859	6.8%	15.7%

Source: WI Department of Workforce Development, Nonfarm wage and salary estimates, revised March 2002

Nonfarm wage and salary employment measures the number of jobs within a county excluding agricultural, military, and self-employed workers. This data measures the number of jobs within the county without consideration of where the job-holder lives or if the job holder has multiple jobs. This information is often referred to as "place of work" data, or

may be called payroll employment. The 1990 census indicated that Oconto had a large percentage of residents commuting to other counties for work. The primary destination was Brown County. This pattern most likely has changed only slightly in the decade, as the difference between the number of jobs, and the number in the labor force estimated to be employed is 5,600.

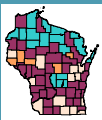
### Employment Change by Industry Division: 1996 to 2001



Source: WI DWD, Nonfarm wage and salary estimates, revised March 2002

In the last five years, the services and miscellaneous industry had the fastest growth rate of all the industry sectors 31.9 percent growth. Rapid growth in these industries has been typical for many areas in northeast Wisconsin.

Manufacturing growth was also very high, as it increased 29.7 percent. This from growth in the durable goods sector. Nondurable goods has continued to decline. This is in part a result of declines in the paper manufacturing industry during the last six or seven years. As the economy has declined during the last year, both nondurable goods production have suffered losses in employment levels.



## State of Wisconsin - Oconto County

### Top 10 Employers - 2001

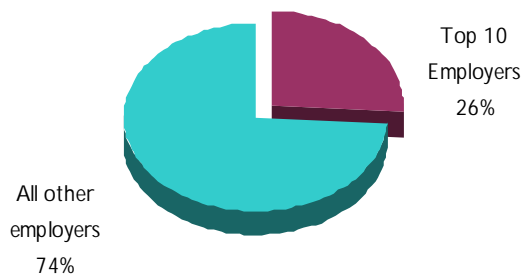
Company	Product or Service	Size
K C S Intl Inc.	Marine Craft	500-999
Oconto Falls Public School	Public Education	250-499
Saputo Cheese Usa Inc.	Food Processing	250-499
County of Oconto	Government Services	250-499
Evenflo Co. Inc.	Furniture	100-249
Coop Educational Service Agency #8	Education	100-249
Oconto Public School	Public Education	100-249
Community Memorial Hospital Inc.	Health Care	100-249
Trm Inc. (Warvel Products)	Wood Products	100-249
Unlimited Services of Wisconsin Inc.	Wiring Devices	100-249

### Top 10 Industry Groups

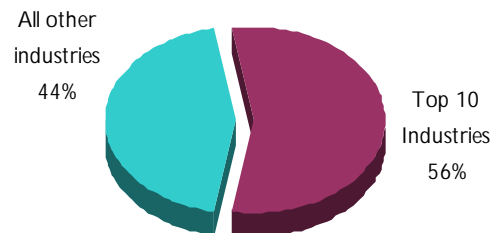
Industry Group	March 2001		Numeric change	
	Employers	Employees	1-year	5-year
Transportation Equipment	*	*	*	*
Educational Services	6	864	18	59
Eating and Drinking Places	71	760	28	105
Health Services	30	726	20	-71
Executive, Legislative, and General	28	566	46	3
Lumber and Wood Products	19	394	6	54
Food and Kindred Products	7	365	-5	48
Electronic & other Electric Equipment	*	*	*	*
Automotive Dealers & Service Stations	25	325	29	76
Food Stores	13	306	-30	7

\*data suppressed to maintain confidentiality

Top 10 Employers' Share of  
Nonfarm Employment 2001



Top 10 Industry Group Share  
of Nonfarm Employment



Source: WI Department of Workforce Development, ES-202 file tape, December 2001

There were nearly 800 employers in Oconto County during 2001. This includes nearly 80 government units. The ten largest employers in the county provided over one fourth of the jobs in the county but accounted for less than one percent of the employers in the county.

Changes in the economic health and make up of these companies has a large impact to the on-going

economy and well being of the county.

The make up of the largest employers in the county is both homogeneous and diverse. Five of the employers were in the manufacturing sector which has experienced lay offs over the last several years. While four are government related and one is health care. With nearly one fourth of the counties

(Continued on page 7)



## State of Wisconsin - Oconto County

jobs in only three areas, training and recruitment of workers is easier since there is a smaller variety of skill sets needed. The disadvantage is the lack of diversity within the area and the possibility that during times of labor shortage, employers will be competing with each other for the same workers.

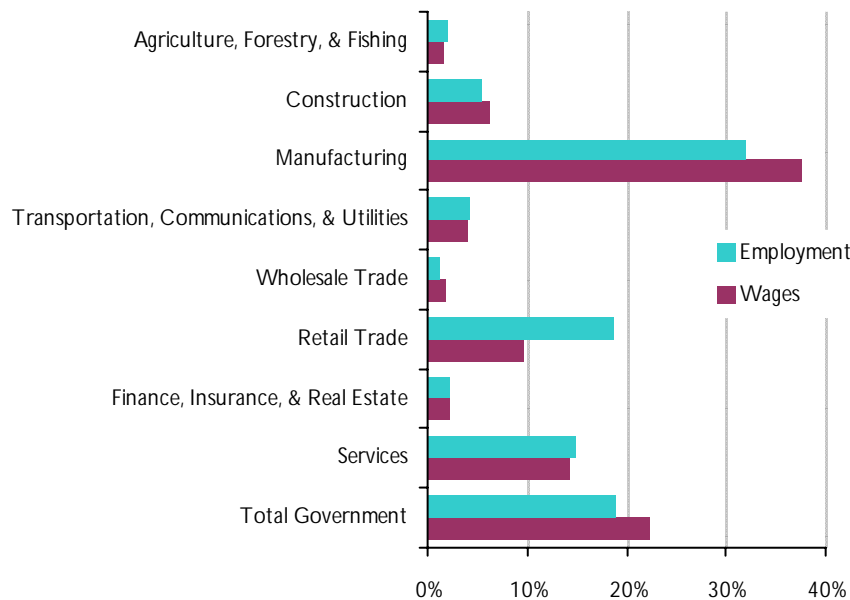
The largest employer is KCS International Inc. with over 500 workers. Included in the list of employers, are four government units. Two of these are school districts and one is Oconto County. The

fourth is Coop Educational Service Agency #8, (CESA 8). This is in the list and may include some employment outside of the district, and may also have some student work programs listed as employment, so really does not impact employment the same as the other employers. It is quite typical to have county government and schools on the list of top ten employers in most counties.

Another way to look at employment in the county is to view the largest industry groups. Industry groups include all of the employers that produce or provide a like service. Industries are divided into over 80 different industry sectors. The ten largest industries in Oconto provide 56 percent of the jobs in the county. Transportation equipment has the highest employment of all the groups.

The average annual wages in Oconto increased 3.1 percent during the last year. The increase over the year was above the state average. Average wages vary between years and areas due to many reasons, including differences in the number of hours worked by employees types of jobs as well as differences in average hourly wages. This is true when comparing industries such as manufacturing wages to retail trade wages.

**Employment & Wage Distribution by Industry Division**



**Annual Average Wage By Industry Division**

	Oconto Co. Annual Average Wage	Wisconsin Annual Average Wage	Percent of State Average	1-year percent change	5-year percent change
All Industries*	\$ 22,396	\$ 30,922	72.4%	3.1%	19.4%
Agriculture, Forestry, & Fishing	\$ 17,673	\$ 22,565	78.3%	1.6%	19.8%
Construction	\$ 25,456	\$ 39,011	65.3%	0.3%	13.9%
Manufacturing	\$ 26,238	\$ 39,739	66.0%	3.3%	23.9%
Transportation, Communications, & Utilities	\$ 20,969	\$ 36,639	57.2%	-0.8%	-5.4%
Wholesale Trade	\$ 31,094	\$ 40,521	76.7%	4.3%	46.2%
Retail Trade	\$ 11,538	\$ 14,596	79.0%	4.3%	22.0%
Finance, Insurance, & Real estate	\$ 22,546	\$ 40,933	55.1%	2.6%	19.7%
Services	\$ 21,489	\$ 28,775	74.7%	10.1%	25.2%
Total Government	\$ 26,413	\$ 33,785	78.2%	3.4%	13.6%

\* Mining excluded from table since wages were suppressed to maintain confidentiality in every county

Source: WI DWD, *Employment, Wages, and Taxes Due covered by Wisconsin's U.C. Law, 2002*



## Occupation and Education Characteristics of County Population

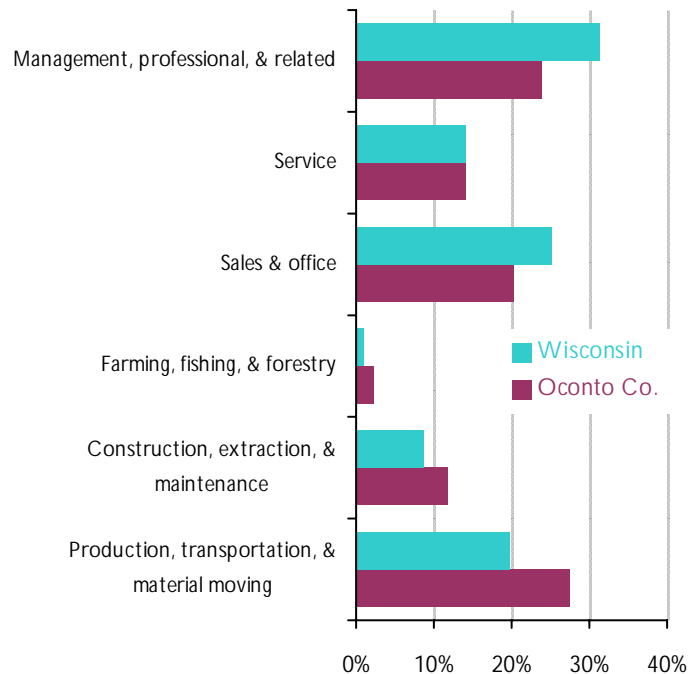
Two additional factors that are vital to the composition of Oconto County's workforce are the occupational distribution of the labor force and the educational attainment of the county's population. The occupational distribution, which consists of information collected from Census 2000 is illustrated in the chart to the right.

A number of interesting points can be made about this distribution. First,, despite declines in manufacturing, a relatively larger percentage of the population is employed in production, transportation and material moving occupations than the state. This suggests that continued declines in the industries with these occupations will have a larger impact on the county's economy.

A smaller percentage of workers in the county are employed in management and professional occupations, as well as workers in sales and office positions than the state. This is due to differences in the local economy and the state. The larger share of workers in construction points to a high demand for construction, particularly in residential construction in the county. This is reflected in the population growth rate of the county, which is nearly double the statewide average.

Shifting from occupations to educational attainment, the distribution of the population aged 25 and over

Employment by Occupation Group: 2000

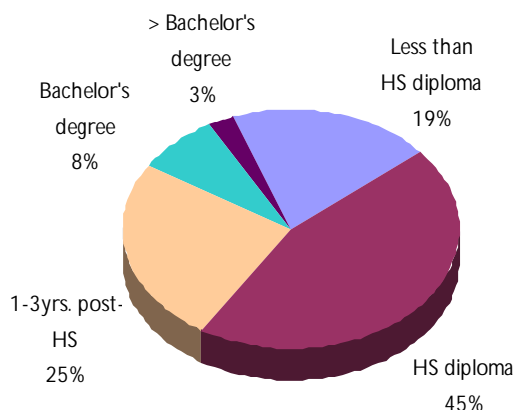


US Department of Commerce, Census 2000

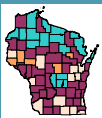
by highest level attained. Given the importance of manufacturing and other traditional industries in Oconto County, the large share of the population possessing a high school diploma is not surprising.

The small share of workers with an advanced degree supports the dominance of industries such as manufacturing and trade. One additional point needs to be made at this juncture. A large percentage of the Oconto County population (25%) reported completing between one and three years of postsecondary education. This includes seven percent of the population that has an associate degree. However, the census does not define if this is from a technical college or other institutions that may grant associate degrees. The presence of a strong technical college system and emphasis on traditional industries suggests that a large portion of this group may have vocational certificates as well as associate degrees.

Education Attainment in 2000



Source: US Dept. of Commerce, Census Bureau, *Census 2000*



## County Income Information

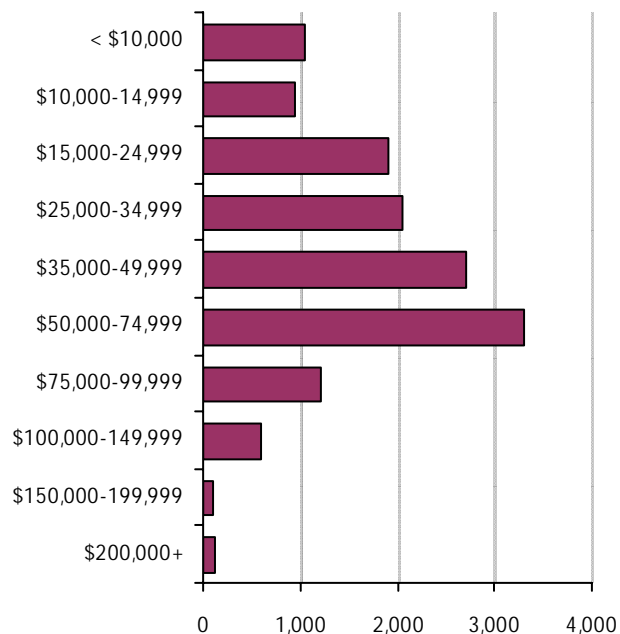
A final, yet vitally important factor to consider when examining the Oconto County workforce is the income level of the population. This is measured by a variety of means. The first, and perhaps one of the most popular calculations is that of median household income. The distribution to the right represents the distribution of household income in the county as reported in Census 2000. The median represents the point where half the population lies above and the other half the population lies below.

In 2000, the median household income of Oconto County was \$41,201. This median is lower than the state average of \$43,286. A logical explanation for this disparity harkens back to the discussion of average annual wages in the county, which are also lower than the state average.

Another indication of income in the county is per capita personal income (PCPI), which includes sources of income other than salary and wages. In 2000, the PCPI of Oconto County was \$19,287, which is lower than both the state and nation.

In Oconto County, the sources of income are lower in the net earnings portion than the state or nation where the primary source are wages. The percent of income coming from the dividends, interest, and rent portion of income is just slightly

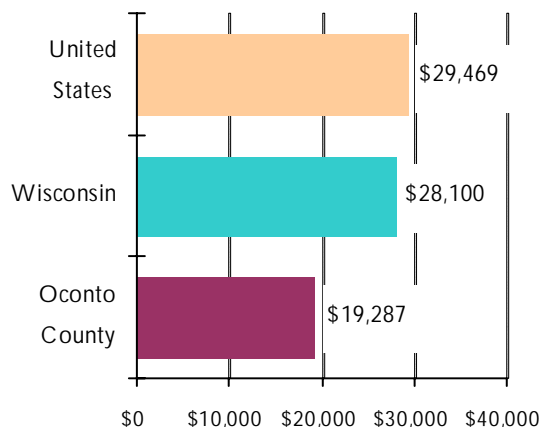
**Households by Income Range**  
Median household income in Oconto Co. \$41,201



Source: US Dept. of Commerce, Census Bureau, *Census 2000*

higher than the state and nation. However, the percent of PCPI that comes from transfer payments is higher than both the state and nation. This is consistent with the above average age of county residents, since a large portion of transfer payments would be through social security.

**Per Capita Personal Income 2000**



Source: US Department of Commerce, Bureau of Economic Analysis

**Components of Total Personal Income: 2000**

